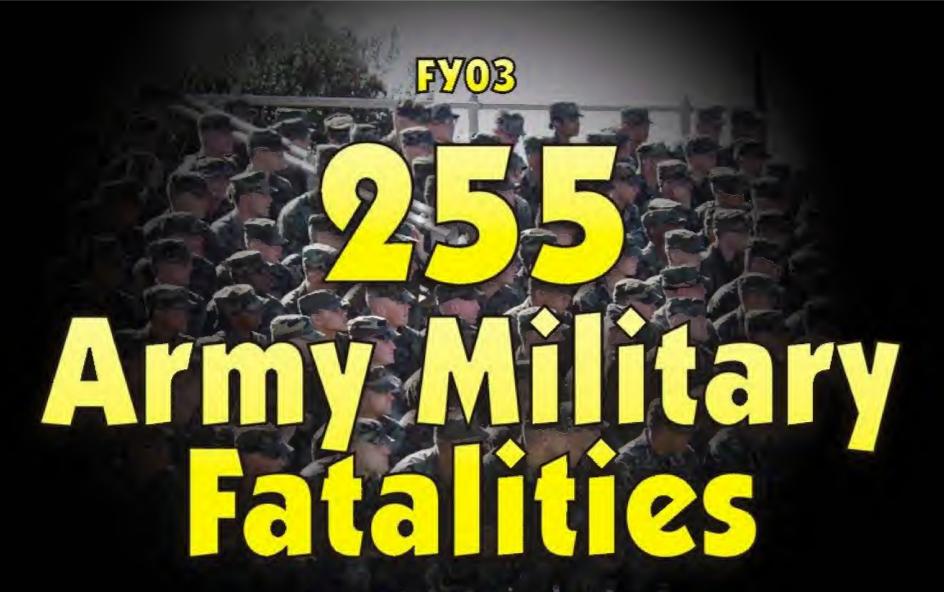


Army Safety Campaign Dlan



\$521+ Million*

*Captured Costs

Mission

Save Soldiers' lives, prevent disabling & disfiguring injuries, & preserve Army equipment by immediately implementing this plan.

Be Safe!

Concept of Operations

Preserving people & equipment is the vision for this campaign.

Our Army is focused in our two core competencies:

- 1. Training & equipping Soldiers & growing leaders;
- 2. Providing relevant & ready land power to Combatant Commanders as part of the Joint Force.

Be Safe!

Campaign Intent

Our efforts will be focused on reducing accidents in three key areas that comprise >95% (Vehicle 62%, PI 27%, Avn 6%) of preventable accidents & fatalities:

- 1. Vehicle accidents, both military & privately owned.
- 2. Personal injuries.
- 3. Aviation.



Endstate & Success

- The focus of this campaign is to save Soldier's lives, prevent needless injuries, & preserve Army combat power
- Success will be defined by achieving the following conditions:
 - (1) The Army's ability to sustain a combat-ready fighting force is improved as a result of minimizing or eliminating preventable accidents.
 - (2) Risk management is institutionalized to the point where all leaders & Soldiers understand how to assess hazards & mitigate risk.
 - (3) Leadership involvement, three levels deep, is embedded into all garrison & tactical operations.



Goal

"The Secretary of Defense's current goal is to reduce accidents by 50% in FY05 over the 2002 baseline. Components will continue safety initiatives to achieve a net decrease of 75% from this baseline by FY08."

DRAFT DoD STRATEGIC PLANNING GUIDANCE





Sustain Influence Assess निर्वास्त Accountability

Leaders, Bring 'em Home!

Tools to Bridge the Gap

ASMIS-1 WEB Based POV - AIR - GROUND Pockets of Excellence Shares Best Practices

Commander's Safety Course Commander Safety Brief

> Deployment Videos & PSAs

Lessons Learned

- Flightfax
- Countermeasure - Listservers

"Cody Model"

Risk Management Band of Excellence

Accidents Caused by Experience

BRIDGING the GAP









The Challenge

"Reduce the number of mishaps and accident rates by at least 50% in the next two years."



- Dollar Costea
- Fatalities 3

Secretary of Defense

Our Army at Wherever They Are

BE SAFE!